

CENSUS 2020

FLORIDA NONPROFITS COUNT CAMPAIGN

WHY NONPROFITS?



FLORIDA NONPROFITS: UNIQUELY QUALIFIED TO MOBILIZE THE HARD-TO-COUNT POPULATIONS FOR CENSUS 2020

Historically, the Census has missed disproportionate numbers of racial minorities, immigrants, young children and those living in poverty – “hard-to-count populations” – leading to inequality in political power, government funding and private-sector investment for these communities.

WHY NONPROFITS TO MOBILIZE THE HARD-TO-COUNT POPULATIONS:

- Located in communities most at risk of being under counted (urban and rural).
- Maintain everyday contact and have trusting relationships with the communities they serve.
- Manage cultural sensitivities and language needs within their communities.
- Nonprofits driven by social missions strive to ensure their communities have access to the funds, services, representations, and physical and social infrastructure affected by the Census count.
- Nonprofits are keenly aware of the negative impact an undercount will have on their communities, and that they will need to find ways to make up for the shortfalls.